

WAUPACA COUNTY

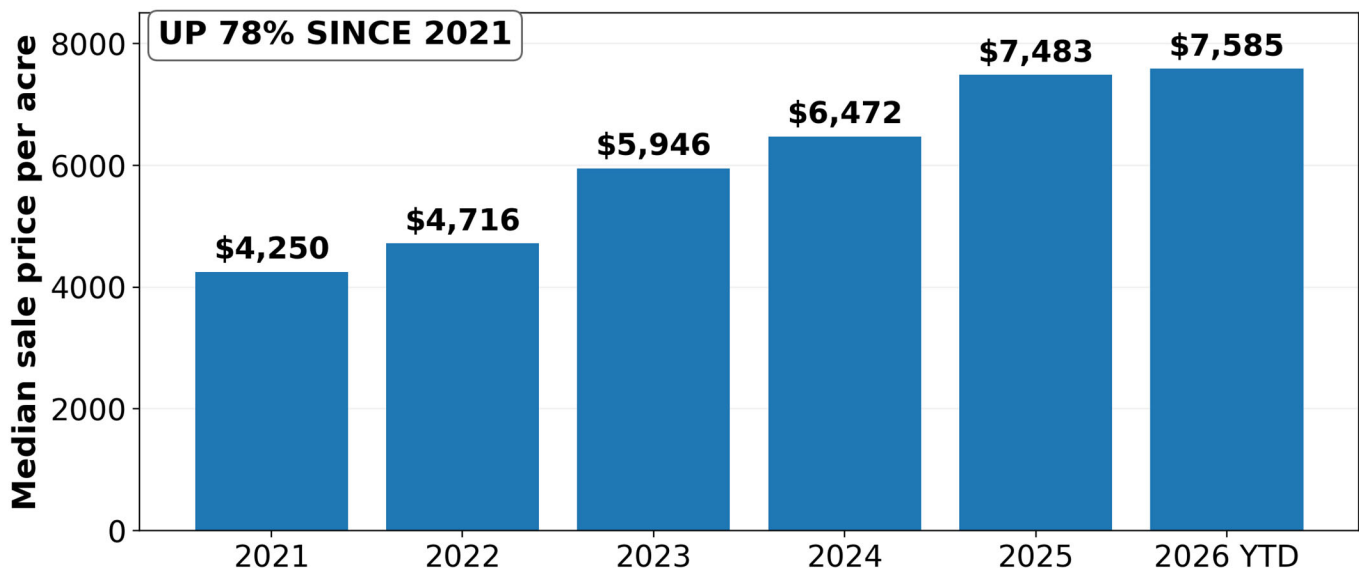
VACANT LAND SALES ANALYSIS

Parcels Over 10 Acres | Updated September 20, 2026

I TRACK VACANT LAND SALES SO YOU DON'T HAVE TO

The trend is clear: the median sale price per acre in Waupaca County has increased every year from 2021 through 2026 year-to-date. The median moved from \$4,250 per acre in 2021 to \$7,585 in 2026 YTD — an increase of approximately 78%.

**Waupaca County Vacant Land - Median Price Per Acre
Parcels Over 10 Acres**



Year	Median Price/Acre	Transactions
2021	\$4,250	33
2022	\$4,716	33
2023	\$5,946	37
2024	\$6,472	27
2025	\$7,483	26
2026 YTD	\$7,585	18

Important: These annual samples range from 18 to 37 transactions. The figures are useful market indicators, not an appraisal or proof that every parcel increased by the same percentage. 2026 is year-to-date through 9/20/26.

What the Numbers Tell Us

A sustained upward pattern

The median price per acre increased in each year measured. Even excluding incomplete 2026 data, the median rose from \$4,250 in 2021 to \$7,483 in 2025 — approximately 76%.

Price per acre is only the starting point

Vacant land is not a commodity where every acre is equal. Road access, woods, tillable/open acreage, wetlands, topography, utilities, buildability, parcel shape, improvements, neighboring uses and recreational characteristics can materially affect value.

Recreational demand matters in Central Wisconsin

For many larger parcels, the buyer is not simply purchasing acreage. Hunters and outdoor buyers may place significant value on woods, edge habitat, secluded access, trail systems, bedding cover and openings that can be used for food plots.

Median is more useful than a simple average

A few unusually expensive or inexpensive sales can distort an average. The median identifies the middle transaction in the group and can be a useful way to watch direction over time — while still requiring parcel-by-parcel analysis.

WAUPACA COUNTY — SERIOUS DEER COUNTRY

Wisconsin DNR deer data reinforce why recreational and hunting characteristics matter in this market. DNR harvest statistics are based on mandatory deer registration, and the agency recommends looking at longer-term trends because annual harvest can vary. Waupaca County has historically posted substantial registered deer harvest totals, supporting its strong identity as a hunting and recreation market.

DNR reference: Wisconsin Deer Harvest Summary and Deer Metrics System.

What This Means for a Landowner

A countywide median is useful for understanding the direction of the market, but it should not be used by itself to price an individual property. Two 40-acre parcels can obviously have very different values. The best analysis starts with recent comparable sales and then adjusts for the characteristics buyers actually value. I can help you with that just give me a call.

EXPERIENCE WITH THE LAND — AND THE TRANSACTION — COUNTS

During my 20+ years in real estate, I have handled numerous vacant-land transactions, including two involving more than 600 acres. I have also been a hunter since I was a kid, so I understand what recreational-land buyers see when they walk a property — woods, openings and food-plot potential, access, habitat and the features that can make one parcel more desirable than another.

That experience benefits both sides. Sellers need the property positioned around the features serious land buyers value. Buyers need appropriate contingencies and due diligence to protect them.

Experience with land transactions helps identify issues early and keep a deal moving toward a successful closing. Steve Huhta 920-889-9989

Buying or Selling Vacant Land?

Before you make a decision, look beyond a generic price-per-acre number. I can help you compare recent sales, evaluate the characteristics of the property and structure an offer or marketing plan around the issues that matter in a vacant-land transaction.

FOR SELLERS

- Recent comparable land sales
- Price-per-acre context
- Recreational feature positioning
- Marketing to likely land buyers
- Transaction and contingency experience

FOR BUYERS

- Comparable-sale analysis
- Access and property-use questions
- Recreational/habitat considerations
- Appropriate offer contingencies
- Due diligence before closing

SEE THE YEAR-BY-YEAR LAND SALES DETAILS

Waupaca-Land.com

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Methodology & Sources

Land-sales figures: data supplied for Waupaca County vacant-land transactions over 10 acres reported in the local MLS. Median price per acre and transaction counts are shown by year; 2026 is year-to-date through September 20, 2026. This report is intended as a market analysis and marketing resource, not an appraisal or guarantee of value.

Wisconsin deer information: Wisconsin Department of Natural Resources, Wisconsin Deer Harvest Summary and Deer Metrics System. DNR states that harvest statistics are based on registration data and notes that longer-term trends help account for year-to-year variability.

Sources: dnr.wisconsin.gov/topic/WildlifeHabitat/harvest/deerharvest | apps.dnr.wi.gov/deermetrics/DeerStats.aspx